



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Buku

Ambrose, G. (2005). *Typography: The arrangement style and appearance of type and typefaces*. Switzerland: AVA Publishing SA.

Belch, G.E, Belch, M. (2015). *Advertising and promotion: An integrated marketing communications perspective* (10th ed.). USA: McGraw-Hill Education.

Clow, K.E., Baack, D. (2016). *Integrated advertising, promotion & marketing communications* (7th ed.). Harlow: Pearson.

Himpe, T. (2006). *Advertising is dead, long live advertising!*. London: Thames and Hudson.

Kusrianto, A. (2007). *Pengantar desain komunikasi visual*. Yogyakarta: Penerbit ANDI.

O'Shaugnessy, J., O'Shaugnessy, N.J. (2004). *Persuasion advertising*. London: Routledge.

Shimp, T.A., Andrews, J.C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications* (9th ed.). Ohio: Cengage.

Supriyono, R. (2010). *Desain komunikasi visual: Teori dan aplikasi*. Yogyakarta: Penerbit ANDI.

Wigan. M. (2008). *Text and image*. Switzerland: AVA Publishing SA.

Jurnal

Platon, O.E. (2015). *Brand communication on social networks. Challenges of the knowledge society*, 743-749. ISSN: 20687796.

Zehir, C., Sahin, A., Kitapci, H., Ozsahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; The empirical research on global brands. *Procedia social and behaviorial sciences*, 24, 1218-1231. doi: <https://doi.org/10.1016/j.sbspro.2011.09.142>

Internet

Agoston, A.G. (1979). *Color theory and its application in art and design*. New York: Springer-Herdag Berlin Heidelberg. Diunduh dari <http://gen.lib.rus.ec/book/index.php?md5=13B2E7C4CED8FF5FDF36F84D780E3108>

Ambrose, G., Harris, P. (2005). *Basic design: Layout*. Switzerland: AVA Publishing SA. Diunduh dari <http://gen.lib.rus.ec/book/index.php?md5=877D9D5C9C32DAAD1EDD95C96E599D34>

Arnold, R. (2009). *Fashion: A very short introduction*. Oxford: Oxford University Press. Diunduh dari <http://gen.lib.rus.ec/book/index.php?md5=5C97BA2400090678FB52B4C4EA55037B>

Creswell, J.W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. California: SAGE Publications. Diunduh dari http://lib1.org/_ads/91F71317D0763CC57CCDBE5FA0869396

Martin, H. (2015). *Digital photography: Mastering apertures, shutter speed, ISO and exposure*. USA: Triadic. Diunduh dari <http://b-ok.xyz/book/3314656/6161a9>

Pendergast, S., Pendergast, T. (2004). *Fashion, costume, and culture: Clothing, headwear, body decorations, and footwear through the ages*. USA: Thomson-Gale. Diunduh dari

<http://gen.lib.rus.ec/book/index.php?md5=854B2D3BC410CDF368760FB8B0405703>

Lawrence, D., Tavakol, S. (2007). *Balanced website design*. UK: Springer-Verlag London. Diunduh dari

<http://gen.lib.rus.ec/book/index.php?md5=81F04AA479B2D5B24D692A381FF8>

Kementrian Perindustrian Republik Indonesia. (2018). *Perluas pasar industri fesyen dalam negeri lewat Indonesia fashion week*. Diakses dari

kemenperin.go.id/artikel/19010/Perluas-Pasar-Industri-Fesyen-Dalam-Negeri-Lewat-Indonesia-Fashion-Week-2018

Samara, T. (2002). *Making and breaking the grid: A layout design workshop*. USA: Rockport Publishers, Inc. Diunduh dari

<http://gen.lib.rus.ec/book/index.php?md5=81F04AA479B2D5B24D692A381FF8FE55>

Jade, L. (2012). *Fashion photography 101*. East Sussex: Ilex Press. Diunduh dari

<http://b-ok.xyz/book/2168317/a3f862>

Zelanki, P.J., Fisher, M.P. (2010). *Color* (6th ed.). USA: Pearson. Diunduh dari

<http://b-ok.xyz/book/3314656/6161a9>